



■ Priya Khanna, owner of Joie Gallery, at her recently opened outlet in a South Delhi mall
PHOTOS: RAJ K RAJ/HT

GUIDE TO MALL-GALLERIES

Vadehra Gallery, Emporio

ARTISTS: Souza, Raza, Husain; Arpita Singh, Rameshwar Broota, Atul Dodiya, Shilpa Gupta

USP: Wide range of objet d'art. Serigraphs, prints and paintings

PRICE BAND: Coasters inspired by Indian art (₹350 for set of 6) up to ₹5 lakh for works by senior artists

Contact: 46103550/51 or mailemporio@vadehraart.com

Joie, MGF Metropolitan Mall

ARTISTS: Niren Sengupta, Dharmendra Rathore, Krishnendu Porel, Dibyendu Bhadra

USP: Affordable works that could fit your budget and living room

PRICE BAND: ₹10,000 for works of 15 x 20 inches going up to ₹10 lakh
Contact: 9810017917 or joiegallery@gmail.com

WHERE ART FRAT MEETS MALL RAT

DIFFERENT STROKES With galleries setting shop in malls, you can pick up a Jimmy Choo and an MF Husain under one roof

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The approach is through a wine shop and an array of world cuisine restaurants. Beyond the Vuitton handbags and Jimmy Choo shoes, spas and Ice bars lies the heart of the matter. The city's art galleries are reaching out to mall rats to broaden their buyer base. It isn't quite Singapore's Marina promenade yet, but many new galleries in the National Capital Region are leasing space within the premises of a mall.

Among these, established names like Vadehra and Delhi Art Gallery (DAG), both at Emporio, Vasant Kunj, say they are using the mall outlet to drive buyers towards flagship stores. Says Ashish Anand of DAG: "India is the new market for luxury. Since a lot of NRI clients visit the new outlet, we refer them to our 9,000 sq ft store at Hauz Khas, where, for instance, they can choose from 50 Souzas than the five on display here." Says Vadehra Art Gallery director Parul Vadehra, "A formal gallery space could intimidate first-time buyers." She says their mall outlet, which opened in 2008, "has a friendlier ambience to encourage people to walk in."

Footfalls at a mall are a given — it perhaps explains the high-profile opening of the Kiran Nadar Museum of Art in Select Citywalk mall — but does it really translate into business?

Small players like Joie in Saket's MGF Metropolitan, the latest gallery to set up shop in a mall, are creating their niche by targeting young professionals. Says Priya Khanna, 31, a former Ernst & Young manager who launched the gallery in November 2010: "We want to showcase affordable, mid-level con-



"We are not targeting non-serious buyers. To the serious connoisseur, though, we are willing to allow monthly installments."

SHOBHA SENGUPTA,

Quill and Canvas

temporary works. On February 21, for instance, before the Union Budget, we will host a show where the prices, between ₹5000 and ₹1 lakh, won't dent a professional's budget."

Often the trick lies in choosing the right location: where the footfalls could be low, but well-heeled walk in. Khanna says the conversion of walk-ins at Joie is about 10 per cent. But one serious query every working day from a high-net-worth individual, reasons Anand, or about 300 queries a year, is more than enough to take care of rentals and overheads to the tune of ₹1 crore at Emporio. So, when Shobha Sengupta of Quill and Canvas was hunting for a larger outlet for her bookstore-cum-gallery, she homed in on South City Mall. "Gurgaon residents, mostly pro-



"A gallery in a mall is a more informal space that allows people intimidated by a formal gallery setting to walk in and inquire about works of art."

PARUL VADEHRA

Vadehra Art Gallery

professionals who've made it their home, have a good understanding of art and this mall is surrounded by some of the best homes in the area." To provide an incentive to serious buyers, Sengupta gives them an installment option.

A gallery-cum-café where the art ranges from graffiti, to digital, to installations, Mocha Arthouse, launched in 2009, has also hosted works by graphic novelists such as Samath Banerjee.

The key to doing well in a mall, says director Tripat Kalra of Gallerie Nyva in Saket's Square One Mall, is not compromising on quality. "Even a swanky ambience won't entice buyers into buying art that isn't good."

Can Delhi's mall crawlers tell their Dior from their Dali? Now that's another story.

Delhi Art Gallery, Emporio

ARTISTS: Husain, Raza, Souza

USP: One of the largest collections of contemporary Indian art in the world

PRICE WISE: ₹5 lakh for a

Souza drawing upwards

Contact: Call 41004150 or mail

info@delhiartgallery.com

Quill & Canvas,

Southpoint Mall

ARTISTS: Gogi Saroj Pal, Ved Nayyar, Shobha Broota, Sanjay Bhattacharya

USP: A book-store turned-gallery located in the heart of Gurgaon, with works from eclectic genres

PRICE WISE: ₹4,000 for 9 x 9 inch works going up to ₹20 lakh

Contact: 9818189604 or mail

qandcmail@gmail.com

Mocha Arthouse,

DLF Promenade

ARTISTS: Digital vector artist Evgeny

Keiselev, graffiti by Yonas Bond,

works by graphic novelist

Samath Banerjee of Pav Collective

USP: Emerging art and performance

artists in an informal cafe space

PRICE BAND: ₹5000 to ₹45000

Contact: Write to

contact@mochaarthouse.com

Gallerie Nyva,

Square One Mall

ARTISTS: Kanchan Chander, Thota

Vaikuntam and young artists like Viraj

Naik, who've exhibited at Sotheby's

USP: An impressive collection

of contemporary art and a wide

range of sculptures

PRICE BAND: ₹90,000-₹10 lakh

Contact: 2956433 or

write to: mail@galerienyva.com